

## POSITION DESCRIPTION

### Hayes Theatre Co Marketing and Development Coordinator

Employment Basis	Full Time (38hrs per week) Two Year Contract with the expectation of ongoing work
Reports to	Executive Director and Marketing Manager
Remuneration	\$65,000 – \$70,000 p.a. (depending on experience) Plus super and leave allowances
Location	Hayes Theatre Co, Elizabeth Bay, Sydney

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Hayes Theatre Co develops and produces some of the most exciting musical theatre in Australia. Over the past twelve years, the company has developed a reputation for highly entertaining, exceptional quality musicals, where new Australian writing rubs shoulders with bold new productions of Broadway and West End hits.

We are seeking an enthusiastic, confident and highly organised **Marketing and Development Coordinator** to support our marketing and fundraising efforts, with primary responsibility for managing Hayes' social media channels, composing our fortnightly newsletter, and assisting in grant writing.

This is an exciting opportunity for someone eager to progress their career in arts administration, gain experience across multiple departments, and make a real difference to Hayes' continued growth and success.

Set your career on the right trajectory by joining one of the fastest growing and most exciting performing arts companies in Australia. The position comes with considerable responsibility and autonomy; you'll learn more, contribute more, and develop your skills faster than you ever thought possible, and you'll do it with the support of a friendly, inclusive, and fun-loving team who'll go out of their way to help you succeed.

If you're passionate about supporting incredible artists and want to help us realise our vision for the future of musical theatre in Australia, then get in touch, we'd love to hear from you!

## Key Responsibilities

### Marketing Support (3 days per week)

- Assist the Marketing Manager with the development and implementation of marketing strategies for Hayes Theatre Co and independent productions to enhance audience engagement and maximize box office revenue.
- Support the execution of marketing campaigns, including leading content creation and copywriting for EDMs and social channels, scheduling, and maintaining adherence to the marketing calendar.
- Own the development of marketing copy and content across key channels, including social media posts, email newsletters, posters, and digital ads, ensuring alignment with the brand voice and campaign objectives
- Coordinate with the Marketing Manager to gather insights from marketing performance data and contribute to regular reporting on campaign metrics (EDM and social), providing clear insights and recommendations for optimisation.
- Engage with audiences by managing routine social media posting, responding to comments, and monitoring engagement levels.
- Support website content updates and management in partnership with the Marketing Manager and Administration Manager.
- Assist with direct audience communications through MailChimp, writing, editing and scheduling email newsletters and promotions.
- Collaborate with the Marketing Manager on brand management, ensuring consistency across all communications and marketing materials.

### Development Support (2 days per week)

- Work with the Executive Director to develop and implement the Philanthropy and Fundraising Plan.
- Conduct research to identify potential individual donors.
- Conduct research into philanthropic foundations and other grant opportunities. Maintain a grant calendar and – with the assistance of the ED – apply for grants.
- Identify and approach potential sponsors.
- Assist in managing donor and sponsor relationships, ensuring prompt communication, acknowledgment, and delivery of agreed benefits.
- Coordinate the development and delivery of fundraising events and campaigns.
- Update and maintain the donor database, tracking contributions, renewals, and engagement history alongside the Administration Manager.
- Prepare and compile data for reports on development activities and campaign effectiveness for the Executive Director and Board.

- Work collaboratively to develop donor communications, collateral, and materials that support Hayes Theatre Co's fundraising objectives.
- Manage the donor board and acknowledgment materials, ensuring all supporter recognition is accurate and current.

### **Administrative Support**

- Maintain internal databases (marketing, donor, and patron databases) for accurate data entry, updates, and record-keeping.
- Organise files, schedules, and project timelines for both marketing and development activities to ensure effective coordination across departments.
- Assist with various administrative tasks to support the Executive Director and Marketing Manager, including scheduling meetings, preparing agendas, and taking minutes.
- Other duties as required.

## **Relationships**

**Reports to:** The Marketing and Development Coordinator reports to the Marketing Manager for all marketing-related tasks and to the Executive Director for development and fundraising activities.

### **Internal Relationships:**

- Collaborates closely with the Marketing Manager to support and execute marketing initiatives, working together on content creation, campaign planning, and audience engagement strategies.
- Works alongside the Executive Director and Administration Manager to assist in implementing the Philanthropy and Fundraising Plan, supporting fundraising campaigns, event planning, and donor communications.
- Liaises with the Ticketing Manager, Administration Manager and Front of House Manager on maintaining the website, ensuring donor and sponsor recognition materials are accurately displayed and that audience data is maintained in the CRM system.
- Engages with Hayes' external designer for social media and campaign coordination, ensuring alignment in all communications and brand messaging.
- Attends team meetings, providing insights and updates on both marketing and development initiatives to facilitate cross-departmental alignment.

### **External Relationships:**

- Supports the Executive Director in maintaining relationships with individual donors, corporate sponsors, and philanthropic partners, acting as a primary contact for routine communications and engagement.

- Assists in coordinating with external designers, photographers, and other suppliers involved in the creation of marketing and fundraising collateral.
- Liaises with independent producers, particularly when promoting productions presented at Hayes, ensuring their marketing needs align with Hayes Theatre Co's branding and strategic goals.
- Represents Hayes Theatre Co at fundraising and promotional events, interacting with patrons, community members, and other stakeholders to foster goodwill and enhance Hayes' community presence.

## Selection Criteria

- Exceptional written and verbal communication skills with demonstrated experience in creating engaging professional copy.
- Extensive experience creating social media content and managing social media accounts.
- 1-2 years in an arts administration or NFP role with direct experience of either marketing or fundraising, or equivalent experience in community or amateur organisations.
- The experience, confidence and ability to communicate with a wide range of internal and external stakeholders.
- Strong organisational skills, with exceptional attention to detail and an ability to manage multiple tasks and deadlines effectively.
- Experience with Microsoft Office Suite, social media platforms, and basic design tools (e.g., Canva or Adobe Suite). Familiarity with MailChimp, CRM systems (such as ENTA), and/or Power BI is a plus.
- Analytical mindset with experience using data to shape marketing activities and measure campaign success.
- A demonstrated interest in musical theatre and an enthusiasm for supporting arts organisations through innovative marketing and development efforts.
- A willingness to take on ad hoc tasks and new duties as required.
- A willingness to communicate and self-advocate around your workload and well-being.

## Ordinary Hours

The position is full-time, 38 hours a week. Occasional after hours and weekend work is required.

The Development and Marketing Coordinator will work from the Hayes office at 32 Orwell Street in Potts Point. Flexible working arrangements are encouraged, including working from home one day a week following probation. We're committed to making the role work for the right person and are happy to discuss how the position can be tailored to suit your personal circumstance.

Hayes Theatre Co is committed to ensuring that no employee is working beyond a reasonable capacity to ensure a safe and healthy workplace and will review working hours as required.

### **Diversity and representation**

Musical theatre is changing and so are the artists we work with, the projects we support and performers we see on stage. Hayes is committed to cultural inclusion and diversity being reflected throughout the organisation. We strongly encourage applications from First Nations people, those who are culturally, linguistically or gender diverse, people of all abilities, and people from LGBTQIA+ communities.

### **How to apply**

Applications must include a short cover letter addressing the selection criteria and a detailed CV that includes the name and contact details of two referees (referees will not be contacted without prior consultation).

If available, please supply select examples of your professional writing and/or design for social media via attachment or links. This is not essential but will be highly regarded. Applicants who progress to an interview will be required to demonstrate a facility for writing and design.

Please send to: [jobs@hayestheatre.com.au](mailto:jobs@hayestheatre.com.au) no later than **5pm Monday 13 April**. An early appointment will be considered, and the position may be filled prior to the closing date if a sufficient number of high-quality applications are received.

To discuss any aspect of the position prior to submission, please contact:  
[will@hayestheatre.com.au](mailto:will@hayestheatre.com.au)